

Entrepreneurship & Small Business Management—Semester

Course Description Options:

These are approved alternative course descriptions that may be used for state, district & school websites/course catalogs.

COURSE DESCRIPTION #1

This Entrepreneurship course is designed for students who have an interest in developing the skills, attitudes, and knowledge necessary to start and operate a successful business. Indicators are a step-by-step process to take students from broad concepts to creating a business of their own (*i.e., lawn care business, hair stylist, a Subway sandwich franchise, or importing/exporting business*). In Standard #1, students will first learn basic economic principles related to business ownership. They will identify and assess common traits and skills found in entrepreneurs, explore business opportunities, and compare the risks and rewards of owning a business. From this point, students will begin the process of creating their own business by generating ideas and determining the feasibility of each. Students—individually or collectively—will then select one business idea to use as their focus for the rest of the course. In Standards #2 through #4, students will analyze their selected business' customers, competitors, and industry so they can develop a plan to organize their business, market their products or services, and project profitability. The texts and performance objectives are designed to work in conjunction with DECA and FBLA, and students are encouraged to participate in these associations and their respective competitions.

COURSE DESCRIPTION #2

This course helps students gain an understanding of the business/marketing principles necessary to start and operate a business. Students will first learn basic economic principles related to business ownership. They will identify and assess common traits and skills found in entrepreneurs, explore business opportunities, and compare the risks and rewards of owning a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, determining feasibility of an idea utilizing research, developing a plan to organize and promote the business and its products/services, and finally, to understand the capital required, the return on investment desired, and the potential for profit. Entrepreneurship is designed for students enrolled in marketing, business, and upper-level courses who have an interest in developing the skills, attitudes, and knowledge necessary for successful entrepreneurs. The texts and performance objectives are designed to work in conjunction with DECA and FBLA, and students are encouraged to participate in these associations and their respective competitions.

COURSE DESCRIPTION #3

This Entrepreneurship course is designed for students who have an interest in developing the skills, attitudes, and knowledge necessary to start and/or operate a successful business. It is designed as a step-by-step process to take students from the idea-generation phase through creation of a business of their own (*e.g., lawn care business, hair stylist, a Subway sandwich franchise, or importing/exporting business*).